



# **The Year That Defined American Journalism: 1897 and the Clash of Paradigms**

*W. Joseph Campbell*

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*The Year that Defined American Journalism* explores the succession of remarkable and decisive moments in American journalism during 1897 – a year of significant transition that helped redefine the profession and shape its modern contours. This defining year featured a momentous clash of paradigms pitting the activism of William Randolph Hearst's participatory 'journalism of action' against the detached, fact-based antithesis of activist journalism, as represented by Adolph Ochs of the *New York Times*, and an eccentric experiment in literary journalism pursued by Lincoln Steffens at the *New York Commercial-Advertiser*. Resolution of the three-sided clash of paradigms would take years and result ultimately in the ascendancy of the *Times'* counter-activist model, which remains the defining standard for mainstream American journalism.

*The Year That Defined American Journalism* introduces the year-study methodology to mass communications research and enriches our understanding of a pivotal moment in media history.

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